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WRITING A LOGO BRIEF

Fill in all the relevant details, or leave blank if it doesn't apply to you.

BUSINESS NAME:

Tagline or slogan (if you have one):

What products / services do you offer:

Where do you sell your products? Locally, nationally, globally?

How many years have you been in business?

Is there an interesting story behind your business?

Who are your main competitors?

How are you different from your competitors?

Why do you think clients buy from you?

Who is your main target market?

If your target market are businesses: what services do they provide and how big are they?
Who makes the purchase decisions there?

If your target market are consumers: what is their age, gender, location, aspirations... (ie. An upmarket barbershop's market would be men, 20-45, fashionable, high income earners)

Are there any interesting visuals in your business: shape of your building, location, interesting tools you use...

Are there any colours you would really like used? If not, that's fine.

Are there any colours or other design elements you would definitely not like used?

Which of these words describe best how you'd like your new logo to feel

(tick as many or as few as applies to you):

Modern

Elegant

Traditional

Strong

Vintage

Fun

Minimalist

Serious

Exciting

Masculine

Cheeky

Feminine

Commercial

Childish

Floral

Geometric

Linear

Handwritten

Flowing

Stamp

Urban

Other